INPUT

Parsippany Place Corporate Center, Suite 201, 959 Route 46 East, Parsippany, NJ 07054-3492 (201) 299-6999

August 10, 1990

Ms. Karen Gadera
Director Marketing & Business Development
McDonnell Douglas
Hazlewood, MO 63042

Via Fax 314-777-1979

Dear Karen:

It was good talking to you this morning. This will summarize what we discussed:

I will visit your operation in St. Louis to review your CASE products and assess their current and likely market position. Two days on-site (planned for Aug 23-24) should be enough time to accomplish the following:

- Review the current product status from both a technical and marketing position

- Assess its future market position especially concerning technical and market fit with AD/Cycle

To do this I will need to talk to appropriate people in both product development and marketing areas. We can speak next week in more detail as to what I will need. I have your current product brochures; if there is another level of product documentation, I would appreciate receiving that.

As I told you, I am a generalist consultant who also specializes in a number of areas, one of them being CASE. (Experience sheets attached.)

An item that hasn't made it to the CASE sheet yet is that next week I will be giving a presentation and chairing a panel (including IBM, DEC and Index) on CASE Futures at a POSPP conference.

I'll be on the road for much of next week, but I'll try to get in touch with you next Tuesday or Wednesday.

My consulting rate is $1,500 per day plus travel expenses. Please sign your acceptance below and return.

Sincerely,

Tom O'Flaherty

Tom O'Flaherty
Vice President

Enclosure

AUTHORIZATION BY: McDonnell Douglas	ACCEPTED BY: INPUT
_____	_____
Name	Name
_____	_____
Title	Title
_____	_____
Date	Date

Thomas O'Flaherty
Vice President
INPUT - New York

CAPABILITIES

- Design and manage research projects for determining market needs, competitive positioning, and the viability of products and services.
- Provide consulting advice on market strategy, new products and services, growth/diversification alternatives. Two systems initiatives added $13 million and $21 million to the bottom line.
- Experience includes over 100 research and consulting assignments for clients ranging from start-ups to firms such as ADP, Ameritech, AT&T, Citicorp, Continental Insurance, Coopers & Lybrand, General Motors, GTE, IBM, ITT, Marriott Corporation, McKinsey & Co., Metaphor, Mobil, and Unisys.
- In-depth experience in many vertical markets (e.g., worked with a major bank for a year on a new processing strategy; advised the President of a major manufacturing division on system improvements; developed innovative information services for the medical sector; advised an energy company on information service diversification into related fields).

BACKGROUND

- Director of Research, Broadview Associates. Responsible for professional support functions (company analysis, client consulting, proprietary data base development) for an international investment banking specializing in information technology.
- Principal, Information Service Strategies. Consultant on markets and products. Marketing director for start-up firm offering innovative PC communications product.
- Principal Consultant, INPUT. Directed research and consulting projects for a variety of clients.
- Hands-on experience at every IS department level, including IS Director.

EDUCATION/PROFESSIONAL ACTIVITIES

- B.A., Colgate University
- Certificate in Data Processing (CDP)
- Member of the ACM, the Society for Information Management, and a founding member of the American Association for Medical Systems and Informatics. Extensive speaking to professional groups.
- Regular contributor to *Computerworld* Softline column since 1983.

Thomas O'Flaherty
Vice President
INPUT

CASE-Related Expereince

- Hands-on expereince at all levels of MIS
- Design and implementation responsibilty for many systems projects (includig a succesful large scale AI project implemented using COBOL and IMS)
- Regular contributor to Computer world's Softalk column since 1983
- Lectured at IBM Software Engineering Institute
- Recent CASE involvement includes:
  - Presentation at 1989 CASECON
  - Speaker at executive session of largest CASE vendors user conference
  - Conference presentation on "CASE and Systems Integration"
  - Speaker at 1990 Adapso conference
  - Article published in the current issue of "Software Engineering"
- In the last year I have reviewed the operations of the CASE product companies (both in the top ten) and made recommendations which were implemented

Proj

ORDER/INVOICE/FULFILLME

Acctg. ONLY

Inv. Comp.	By:	Date:	Client #	Order #	Inv. #	Multi-Invoicing of

CUSTOMER/INVOICE TO

ORIGINATOR (Signaure) _____ DATE 8/20/90

Company McDonnell Douglas Corp
Name Mr./Ms. Karen Gedarn
Position Director
Address Bldg 301, MC 306 1141
City St Louis MO 63042
Province _____
Phone 314 777 6281

CA Tax Rate _____
CT Tax 8% _____
Salutation _____
State _____
Zip _____
Country _____
Fax 314-777-1979
Tlx _____

APPROVALS
VP Sales/Res. _____ Date
Controller _____ Date

ORDER

Special instructions for invoicing, progress billing, or delayed payments, etc.

Contract Year Beg. _____
End _____

❑ New Order (N1) ❑ Prior Yr (N3)
❑ Renewal (N2) ❑ Cancel

Invoice Type ❑ Fulfillment Only ❑ W/Order (OR) ❑ Monthly (MO) ❑ Quarterly (QT) ❑ Pending

Employee # Sold by:		Employee # Commission to:	
PAC	25 %	_____	___ %
TDR	75 %	_____	___ %
_____	___ %	_____	___ %

CLIENT AUTH.

PO# _____ INPUT Contract ☒ Letter ❑ Verbal ❑
Attach all authorizing documents to white (contract) copy.

SHIP TO

Company _____
Name Mr./Ms. _____
Position _____
Address _____
City _____
Province _____
Salutation _____
State _____
Zip _____
Country _____
Phone _____

ITEM TYPE

- Subscription (SB)
- Custom (YC/ZC/KC)VC
- Multiclient (MC)
- Reports (RP)
- Copies (CP)
- Consult/Present (PR)
- Newsletter (NL)
- Reimbursed Costs (EX)
- Merger/Acq. (ME)
- Exec Overview (EO)
- Conf/Seminar (CN)

DETAIL

Indicate US, UK, FR, VA	Prod. ID/Year	Item Type Code	Item Description or Title	Quantity	Price	Shipped By	Date
US	YNMCO	YC	CASE Assessment		3,000		
			+ expenses				

Fulfillment to be completed in: ❑ Corporate ❑ London ❑ Virginia ❑ France ❑ Other _____

• White - Contract • Green - Fulfillment • Yellow - Invoice • Pink - Originator • Goldenrod - Sales Manager

M&S180 8/89

INPUT

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Via Fax 314-777-1979

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Sincerely,

Tom O'Flaherty

Tom O'Flaherty
Vice President

Enclosure

AUTHORIZATION BY:
McDonnell Douglas

Karen Gedera
Name

DIRECTOR
Title

14 Aug 1990
Date

ACCEPTED BY:
INPUT

Name

Title

Date

	Person Days							
	September				Year			
	Actual	ESMD	Accomplish	Plan	Actual	ESMD	Accomplish	Plan
BUDGET	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0
100 O'Flaherty, Tom	0.0	0.0	0.0	0.0	2.0	2.0	2.0	0.0
20 Research	0.0	0.0	0.0	0.0	2.0	2.0	2.0	3.0
414 Ponnwitz, Joanne	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0
506 McGann, John	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0
822 Hart Personnel	1.1	0.0	0.0	0.0	1.1	0.0	0.0	0.0
60 Research Production Support	1.3	0.0	0.0	0.0	1.3	0.0	0.0	0.0
YN-MCD Custom - McDonnell Douglas	1.3	0.0	0.0	0.0	3.3	2.0	2.0	3.0